

MARINELLI

PRODUCTION COST ESTIMATE

Estimate is based on information known as of this date. Changes in design, typography, illustration or other special circumstances will alter the final price.

Date:	October 22, 1996	Product:	Virginia Slims Legends
Client:	Philip Morris USA	Account Exec:	Marinelli/Prestigiacomo
Contact:	M. J. Gennaro, D. Gable	Revision:	
Job #:	25165		
Description:	Creative development, comprehensives, mechanicals and art and keylines for complete list of marketing materials supplied by the event group.		

Description	Estimated Cost
Concept Development - initial concept stages	\$ 10,250.00 - 13,000.00
Comprehensives: Layout/Design Event-event brochure mailer, counter card display, event poster, grassroots poster, grassroots brochure mailer, event ROP ad, grassroots print ad, event program cover, logo sheets, event signage (3'x3' banner, 4' x 10' banner, 4'x5' banner, 3'x5' flag, 3'x5' on-court banner, 3'x20' \ on-court banner), grassroots 3'x5' banner, event cap and lighter, hospitality materials (12 oz. cup, bar napkin, bar organizer, coaster, ashtray, menu holder, match book, match book caddy), event media guide cover, pre-event flyer and pre-event ads.	\$ 22,600.00 - 25,250.00
Comprehensives: Revisions/Alterations Event-event brochure mailer, counter card display, event poster, grassroots poster, grassroots brochure mailer, event ROP ad, grassroots print ad, event program cover, logo sheets, event signage (3'x3' banner, 4' x 10' banner, 4'x5' banner, 3'x5' flag, 3'x5' on-court banner, 3'x20' \ on-court banner), grassroots 3'x5' banner, event cap and lighter, hospitality materials (12 oz. cup, bar napkin, bar organizer, coaster, ashtray, menu holder, match book, match book caddy), event media guide cover, pre-event flyer and pre-event ads.	\$ 16,500.00 - 18,750.00
Illustration/Art	\$ 8,500.00 - 10,000.00
Digital Retouching	\$ 5,500.00 - 7,750.00
High Resolution Scanning	\$ 3,250.00 - 4,000.00
Proofs-matchprints, LVT, Veloxes	\$ 18,500.00 - 20,500.00
Digital Pre-Press	\$ 8,750.00 - 10,500.00
Computer Disks	\$ 1,800.00 - 2,000.00
Account Management	\$ 18,500.00 - 24,750.00
Mechanicals: Art and Keyline Event-event brochure mailer, counter card display, event poster, grassroots poster, grassroots brochure mailer, event ROP ad, grassroots print ad, event program cover, logo sheets, event signage (3'x3' banner,	

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4' x 10' banner, 4'x5' banner, 3'x5' flag, 3'x5' on-court banner, 3'x20' \ on-court banner), grassroots 3'x5' banner, event cap and lighter, hospitality materials (12 oz. cup, bar napkin, bar organizer, coaster, ashtray, menu holder, match book, match book caddy) ,event media guide cover, pre-event flyer and pre-event ads.

\$ 48,500.00 - 53,500.00

TOTAL

\$162,650.00 - 190,000.00

Comments: Estimate does not include travel, messengers, AA's, shipping, postage, print production, fulfillment, etc.

<u>APPROVED BY</u>	<u>TITLE</u>	<u>APP. DATE</u>	<u>SEE ABOVE</u> <u>PRICE</u>
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